

IN THE CLAIMS

1-23. (canceled)

24. (withdrawn) A surface top covering for use in a commercial eating and/or drinking establishment by a customer using the surface top, said covering being applicable to the surface top and including a clear carrier film layer bearing a printed area forming a printed display layer constituting a promotional medium, and a semi-permanent adhesive layer to contact the surface top and to grip the surface top securely while the covering is in use by customers in the commercial eating and/or drinking establishment while not allowing the covering to be removed readily or damaged by customers and yet allowing complete removal and replacement of the covering with the carrier film layer, printed display layer and semi-permanent adhesive layer after a specified length of time.

25. (currently amended) A method of converting a surface top into a promotional medium in a commercial eating and/or drinking establishment in which the surface top is used by customers, said method ~~including~~ comprising:

providing a surface top covering having a ~~clear~~ carrier film layer bearing a printed area forming a printed display layer constituting the promotional medium, a semi-permanent adhesive layer and a layer of release paper covering the semi-permanent adhesive layer, ~~ensuring that the surface top is clean, smooth~~

~~and free of protuberances,~~

removing the layer of release paper and applying the surface top covering to the surface top by contacting the semi-permanent adhesive layer with the ~~clean and smooth~~ surface top to grip the surface top securely while the surface top covering is in use by the customers, while not allowing the covering to be removed readily or damaged by the customers and yet allowing complete removal of the surface top covering after a specified length of time,

completely removing the surface top covering with the carrier film layer, printed display layer and semi-permanent adhesive layer from the surface top after a said specified length of time, and

either leaving the surface top without a replacement surface top covering or replacing the removed surface top covering after said specified length of time by applying another surface top covering, having the carrier film layer, printed display layer constituting the promotional medium and semi-permanent adhesive layer, to the surface top by removing the release paper layer of the another surface top covering and contacting the semi-permanent adhesive layer of the another surface top covering with the surface top.

26-46. (canceled)

47. (new) A method as claimed in claim 25, wherein the surface top covering is replaced at regular intervals.

48. (new) A method as claimed in claim 47, wherein the regular intervals are one month.

49. (new) A method as claimed in claim 25, wherein the carrier film layer has a clear non-printed area and wherein the semi-permanent adhesive layer is clear, whereby the surface top covering when gripping the surface top securely is not readily visible by the customer using the surface top except for the printed area of the carrier film layer, thereby permitting the surface top to be visible through the clear non-printed area of the carrier film layer and having the appearance of a finish on the surface top.

50. (new) A method as claimed in claim 25, wherein the printed display layer extends over the whole area of the surface top covering.

51. (new) A method as claimed in claim 25, wherein the semi-permanent adhesive layer is a solvent based water clear acrylic adhesive.

52. (new) A method as claimed in claim 25, wherein the carrier film layer is of polyethylene terephthalate.

53. (new) A method as claimed in claim 25, wherein the carrier film layer has a thickness of not more than 100 microns.

54. (new) A method as claimed in claim 25, wherein the carrier film layer has a thickness in the range of 10 to 100 microns.

55. (new) A method as claimed in claim 25, wherein the carrier film layer has a thickness in the range of 15 to 70 microns.

56. (new) A method as claimed in claim 25, wherein the carrier film layer has opposing faces of which one face bears the printed display layer, wherein a clear film layer of a polymer is glued over the printed display layer by a clear adhesive layer to protect the printed display layer, and wherein the other of the opposing faces of the carrier film layer bears the semi-permanent adhesive layer.

57. (new) A method as claimed in claim 56, wherein the clear film layer of a polymer is approved for food applications.

58. (new) A method as claimed in claim 56, wherein the clear film layer of a polymer is of clear oriented polypropylene.

59. (new) A method as claimed in claim 56, wherein the clear adhesive layer that glues the clear film layer of a polymer over the printed display layer is a clear EVA adhesive.

60. (new) A method as claimed in of claim 56, wherein the clear film layer of a polymer has a thickness in the range of 5 to 20 microns.

61. (new) A method as claimed in claim 25, wherein a second layer of release paper covers a surface of the surface top covering that is opposite to said layer of release paper covering the semi-permanent adhesive layer, said second layer of release paper acting as an aid to the handling of the surface top covering

during its application to the surface top and subsequently being removed.

62. (new) A method as claimed in claim 25, wherein the surface top covering is applied to a table surface top.